DOCUMENT RESUME

ED 341 335 HE 025 231

AUTHOR Topor, Robert, Ed.
TITLE No More Navel Gazing! Articles from "Marketing Higher Education."
REPORT NO ISBN-0-03905623-1
PUB DATE 92
NOTE 168p.
AVAILABLE FROM Topor and Associates, 280, Easy Street, Suite 114, Mountain View, CA 94043-3736 ($29.95 plus $3.00 postage).
PUB TYPE Books (010) -- Guides - Non-Classroom Use (055)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Bureaucracy; Creativity; Employee Attitudes; Fund Raising; Group Unity; *Higher Education; *Institutional Advancement; Institutional Characteristics; Leadership; *Marketing; Mission Statements; Organizational Communication; Public Relations; School Community Relationship
IDENTIFIERS Focus Groups Approach

ABSTRACT

This book gathers articles on marketing higher education that first appeared in a newsletter on that topic. Chapter 1, "Marketing and You!" contains two articles on the importance of the person interested in advancing the institution through marketing. The second chapter, "Building Blocks," offers important ideas including a definition of marketing, criteria for a mission statement, multi-level marketing, creating a plan, the pit-falls of "being all things to all people", and a concept called "marketing mosaics". The third chapter, "Marketing Considerations," looks at the strategies and psychology that go along with marketing, using cohesive identity to achieve marketing results, the importance of service, and how to plan and carry out focus group research. Chapter 4, "Marketing Tools," focuses on ideas for doing marketing including words, design, photography and ideas about videography. The fifth chapter, "Organization," examines organizational culture, creativity, spotting false marketing, and creative management. The sixth chapter, "Marketing's Future," looks at the future of marketing through articles on the marketing institution of tomorrow, residual marketing, additive and subtractive marketing ideas and a tongue-in-cheek article about marketing trash cans. The final chapter, "Leadership," focuses on empowerment, the bureaucracy of higher education and leadership. (JB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****